1. Based on your research, how would you greet a new customer in your country in word and gesture?

You should do a very strong handshake, slightly less firm with woman, with direct eye contact.

2. Is there any difference between how you greet a man and how you greet a woman?

When men shake hands with women, it is meant to be less firm. Women will kiss friends on the cheek three times, and men may hug close friends and pat each other on the back.

3. What are the tips for how to successfully conduct a conversation in your culture (body language, good manners, proximity to others, proper way to dress, etc.?

Usually in Russia, dress formally, and use good manners.

5. Is there anything specifically that you must avoid to keep from offending your hosts (topics/gestures to avoid, time to arrive, different expectations?)

When going to a Russian’s house, you should arrive no more than 15 minutes later than invited, always take off your outdoor shoes, wear formal clothes, and generally offer your help to the hostess with preparing or cleaning up after a meal.

6. How would you take leave of (say goodbye to) your customer in word and gesture?

You would say “Poka” The formal way of saying goodbye in Russia, while also keeping a fair distance and looking the other person directly in the eyes. It is not mandatory, but placing your hand on the other person’s shoulder is a sign of respect.